

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) NATIONAL MEDIA INC	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		815 SLATERS LANE	Sales Office ( )	WASHINGTON
Product	NRCC-IE		ALEXANDRIA, VA 22314	Salesperson ( )	KATHRYN SARDINSKY
Estimate#	2596	Agency C/P1/P2/E	155/426/2596		
Buyer	BEN ANGLE	Flight Dates	08/31/2012 - 09/06/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 1 FOR PRG CHG.  
THANKS,  
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	08/31-08/31	8P-9P	HOUSE	:30	\$1,000.00	F	1	1	1	\$1,000.00
		Station Remark: V6 PLS CHG PRG TO BONES 1X 8/31 STP @ NCIR.								
*2	08/31-09/06	10P-1030P	NEWS	:30	\$900.00	F,M-TH	5	1	5	\$4,500.00
		Station Remark: V6 PLS EXPAND TP TO 10-11P.								

---REPORT TOTALS---

Report Totals: 6 / \$5,500.00

---SALES MONTHLY TOTALS---

Sep 12: 6 / \$5,500.00  
Sales Totals: 6 / \$5,500.00  
Station Totals: 6 / \$5,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$34,375	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	16%
		WPMY	0%	WPXI	25%	WTAE	25%				

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---COMPETITIVE COMMENTS---

WPGH	=	199700
WPXI	=	300250
WTAE	=	297525
KDKA	=	408825
TTL	=	1206300
Books		null
Demos		RA35+